



Annual General Meeting

March 2009 – February 2010

25 February 2010

Prepared by:

James Rimmer

President

Level 21, 400 George Street

Brisbane Qld 4000

Phone: 07 3231 2432

Mobile: 0409 352 056

Email: james.rimmer@cgw.com.au

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Committee

The committee for QALFM in 2009, as elected at the AGM consisted of:

James Rimmer (President)
Robyn Martin (Secretary)
Catherine Humphery (Treasurer)
Tiah Miller (Memberships)
Zara Sexton (Executive)
Jason Steinberg (Executive)
Amber Tunnicliff (Executive).

We had one committee member resign during the year, at which time Tanja Engel from DLA Phillips Fox joined the committee as an Executive Committee Member. For the remainder of the year, the committee consisted of:

James Rimmer (President)
Robyn Martin (Secretary)
Catherine Humphery (Treasurer)
Tiah Miller (Memberships)
Zara Sexton (Executive)
Jason Steinberg (Executive)
Tanja Engel (Executive).

As at the time of the 2010 AGM, all positions will be vacated and all members are invited to nominate for positions on the committee.

I sincerely thank all of the 2009 committee members for their contribution. Over the past year, QALFM has had another successful program of events, providing continued value to our members. We could not have achieved this without such a dedicated committee.

I would like to make special mention of Tiah Miller who has made an outstanding contribution as our Memberships Coordinator for 2009 and also Robyn Martin who was our Secretary during 2009 and has now moved out of law firm marketing and into a lead marketing role with Conics.

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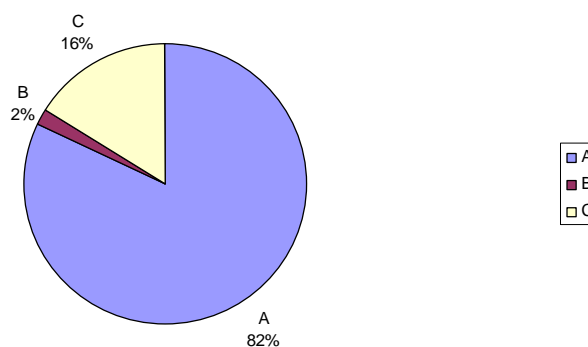
Membership report – Tiah Miller

The 2009/10 membership year was another successful one for QALFM.

In February 2009, QALFM had 65 current members. A membership renewal campaign was conducted in April 2010 of which 47 members renewed their membership compared to 45 in the previous year. As at January 2010, QALFM had 50 members.

As QALFM membership has been declining over the past two years, the committee is committed to a strong membership drive in 2010 to encourage new members to join.

QALFM membership by category 2009/10



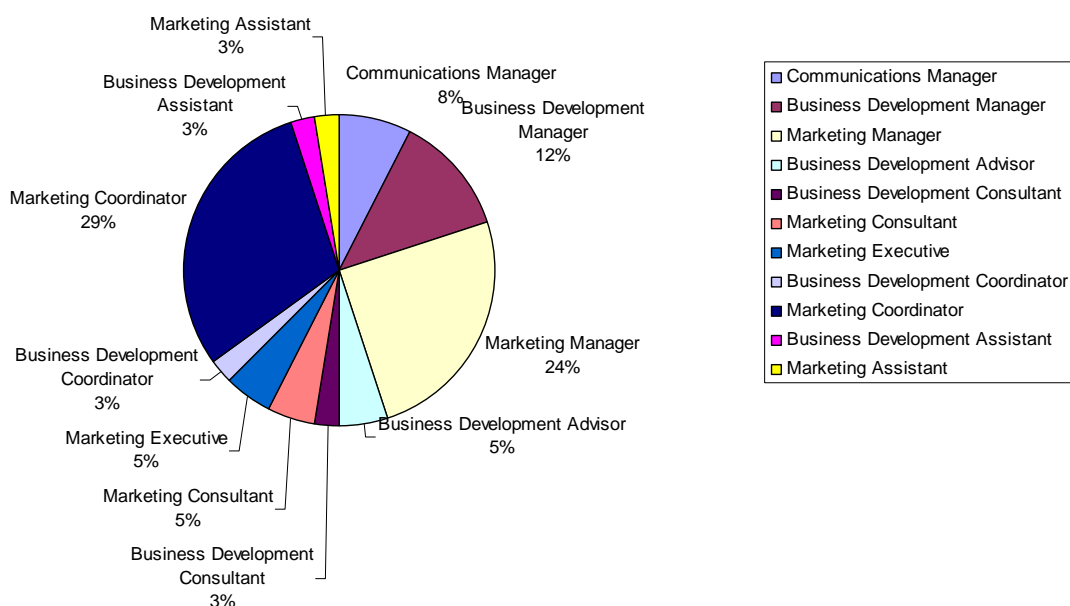
A = Full time marketing professional employed in a law firm or the legal industry

B = Marketing professional who has been previously employed as a full-time marketing professional in a law firm

C = A person who fulfills a professional marketing role or has a responsibility for marketing legal services or the legal profession

Within the 82% of those in the "A" category, the membership is comprised of 20 law firms (plus the Queensland Law Society) and the following members:

QALFM membership 'A' category by title 2009/10



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QALFM EVENTS - 2009

Starting with the AGM at Freehills in February, we hosted the following events:

March

Topic: Tips and Traps in Menu Selection
Speaker: Craig Fox and Chris Cole, Wine & Dine 'em Catering
Host: Carter Newell
Attendance: 24 registrations

April

Topic: Presentation Skills: The Essentials for Marketers and Lawyers
Speaker: Amanda Newbery, BBS Public Relations
Host: Carter Newell
Attendance: 20 registrations

May

Topic: Search Engine Marketing: Driving Traffic to Your Website
Panel: Llew Jury, Reload Consulting
Host: DLA Phillips Fox
Attendance: 18 registrations

June

Event: End of Financial Year Celebration
Venue: Zen Bar
Attendance: 26 registrations

July

Topic: Building Strong and Powerful Networks that Benefit Your Firm
Speaker: Steve Herzberg, NRG Solutions
Host: Trilby Misso
Attendance: 27 registrations

August

Topic: Tender Writing Workshop
Presenter: Amanda Newbery, BBS Public Relations
Host: Freehills
Attendance: 29 registrations

October

Topic: Corporate Social Responsibility: What It Means for Marketers"
Speakers: Rob Reed, Minter Ellison
Ari Panagiotou, Royal Brisbane and Women's Hospital Foundation
Tony Stevenson, Mission Australia
Host: Gadens Lawyers
Attendance: 18 registrations

November

Event: QALFM Christmas Party
Venue: Ollie & Lloyd
Attendance: 21 registrations

The QALFM Committee would like to thank all of our speakers and host firms for supporting QALFM's events throughout 2009.

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Treasurers' report – Catherine Humphery

2009 resulted in a good year financially for QALFM, with an end of year balance of \$1521.18. The committee was able to continue its strong financial management of the account - buffered by the balance from 2008 - whilst spending appropriately to provide various high-level and GFC conscious functions for members.

2009 saw the income of QALFM drop by nearly \$2000 coming in at \$5380.59, compared to the previous year of \$7400.63. This can be attributed to a cost conscious market and the impact of the GFC on our membership base. The overall membership income figure dropped by \$1620 compared to the previous year and this was largely due to some firms opting for single memberships rather than two or three. Whilst it would have been good to have a stronger return from the membership drive as well as non-member attendance fees, the committee was still able to cater for suitable events. A special mention should be made of firms who were able to support our functions throughout the year at no cost to QALFM. This is as always greatly appreciated.

With a strong account from 2008 the committee set about providing "extra special" events and seminars for members to provide support in what was a unique year for marketing professionals. The committee organised well attended functions including: "Tender Writing Workshop" by BBS; "End of Financial Year Celebration" and the "QALFM Christmas Party" which culminated in \$2403 more being spent on events compared to 2008. It should be noted that the committee did exceptionally well in providing topical events for our members whilst keeping expenses relative to our income and environmental pressures.

With a healthy balance of \$1521.18, the 2010 QALFM committee will be able to begin immediately on planned projects including a professional review of the accounts.

QALFM Running Financials

Activity	Credit	Debit	Balance
Opening Balance (<i>as at 5 February 09</i>)			\$ 5,185.29
Income			
Memberships		\$ 4,770.00	
Seminar Fees for Non-Members		\$ 530.00	
Interest		\$ 0.59	
Handbook Sales		\$ 80.00	
Expenses			
Website Hosting	\$ 467.36		
Postage	\$ 305.00		
Speaker Expenses	\$ 274.22		
Committee Expenses	\$ 702.30		
Functions	\$ 6,761.72		
Bank Charges and Taxes	\$ 4.00		
<i>Unpresented Cheques 2008</i>			
Committee Lunch	\$ 434.50		
Nutshell Marketing	\$ 95.60		
Total	\$ 9,044.70	\$ 5,380.59	
Balance to date 24/02/2010			\$ 1,521.18



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Another great year in 2009

As always, the QALFM committee approached 2009 with a sense of energy and commitment, building on the success of our 2008 program.

Referring back to the QALFM Member Survey as well as feedback from events throughout 2008, the committee designed a seminar and workshop program for 2009 that would provide real value to our membership during a tough year.

This included a return to some core skills required for Marketing in law firms, such as events management, presentation skills, networking and tender writing. We also explored the growth area of search engine marketing and the marketing department's role in leading corporate social responsibility.

We had a wide variety of industry experts share their insights on issues affecting our day-to-day roles. This included Llew Jury from Reload Consulting, Craig Fox and Chris Cole from Wine & Dine 'em Catering, Steve Herzberg from NRG Solutions, Rob Reed from Minter Ellison, Ari Panagiotou from Royal Brisbane and Women's Hospital Foundation, and Tony Stevenson from Mission Australia.

We hosted another workshop this year, with Amanda Newbery from BBS Public Relations facilitating a two-hour tender writing session.

And it almost goes without saying that we had two fantastic networking events where we celebrated the end of the financial year and Christmas!

I would like to thank everyone, including our guest speakers, the committee and all of our members and supporters, for their involvement and contribution this year. I am very proud of what the committee and the association have achieved.

On behalf of the committee I hope you enjoyed QALFM throughout the past year and look forward to an exciting 2010.

Yours sincerely

James Rimmer
President
QALFM